



Asia Masters Center

Strategic Management & Preparation of Executive Work Plans For Performance Development





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Strategic Management & Preparation Of Executive Work Plans For Performance Development

➔ Course Objective

- Design a strategic plan for their division or team
- Guide their division or team in effective implementation
- Identify the forces for change and development in their business
- Create and leverage effective supply chain relationships
- Understand and apply financial and non-financial techniques of strategic management

➔ Target Audience

- Operational and Logistics Planners
- Business Development Specialists
- Accounting and Financial Managers
- Human Resource Specialists
- Engineering, Scientific and Administrative Specialists



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Course Outline

- What is Strategy and Why is it important?
- Practical Work and Discussion – how to analyze our business?
- Market and Competitor Analysis
- Financial and Non-financial Analysis of our Organization
- Practical Work and Discussion – SWOT and the Strategy Matrix
- Alignment of Strategic and Operational Management
- Framework of a Strategic Plan
- Practical Work and Discussion – a real-life example of a strategic plan
- How to Setup and Lead a Strategic Planning Team
- Implementation – How to break down the plan and get it done
- Dynamic Planning as a continuous process
- Writing a Personal Action Plan for the Next Stage



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➔ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



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Price (USD)

Communicate with the training department
to know the participation fees

➤ **There are offers and discounts for groups**

The details of the bank account

Bank name: CIMB Bank Berhad

Account name: Asia Masters Center SDN. BHD

Bank account number: 80-0733590-5

Swift code: CIBBMYKL

IBAN: Null